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# HOLLYWOOD ROUTE 66 PROPOSED BUSINESS IMPROVEMENT DISTRICT

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## Feasibility Study

FEBRUARY 28, 2018

PREPARED BY



## **EXECUTIVE SUMMARY**

The purpose of this study is to determine the need for services and the feasibility of establishing a business-based or a property-based business improvement district (BID) to provide needed services within the Hollywood Route 66 area. With over forty BIDs throughout the City of Los Angeles, BIDs have become a popular means of generating stable funding for additional needed services. A BID along Hollywood Route 66 would provide the resources to maintain and improve the physical environment, recruit businesses, and potentially increase property values. Formation of a BID will provide funding for essential services necessary to meet the Hollywood Route 66 corridor's needs.

Civitas, in conjunction with a Steering Committee comprised of stakeholders and community leaders, has worked diligently with property and business owners to determine what concerns they have regarding the long-term prosperity of the Hollywood Route 66 area and the services that are needed to improve the area. Outreach has taken place in the form of numerous meetings, an open house and a survey that was mailed to all the potential property owners within the proposed BID boundaries.

## **INTRODUCTION**

Civitas was hired to assist with the formation of the proposed Hollywood Route 66 BID. The first step in the BID process is to examine the need for services in the proposed area, and determine the feasibility of establishing the proposed Hollywood Route 66 BID or any alternative that would provide basic services similar to those usually provided by a BID.

## **BACKGROUND**

Hollywood Route 66 stakeholders have been in discussions about forming a BID for several years to finance additional services in the area. Funds were allocated to hire Civitas with financial assistance from the City of Los Angeles and with monies collected from potential assesses. Civitas has been commissioned to examine the needs of the area and subsequently draft a Feasibility Study. Civitas would then be hired to assist with the formation process. This report is a summary of stakeholder meetings and surveys conducted by Civitas, and the first step in the BID formation process.

## **PURPOSE**

The purpose of this study is to examine the need for services along Hollywood Route 66 and determine the feasibility of establishing a business-based or a property-based BID. It also serves as a tool to evaluate the research that has been conducted to identify service needs. Furthermore, it lays the core foundation of owner outreach; a critical component of the BID formation process.

## METHODOLOGY

Several methods were used to gather information:

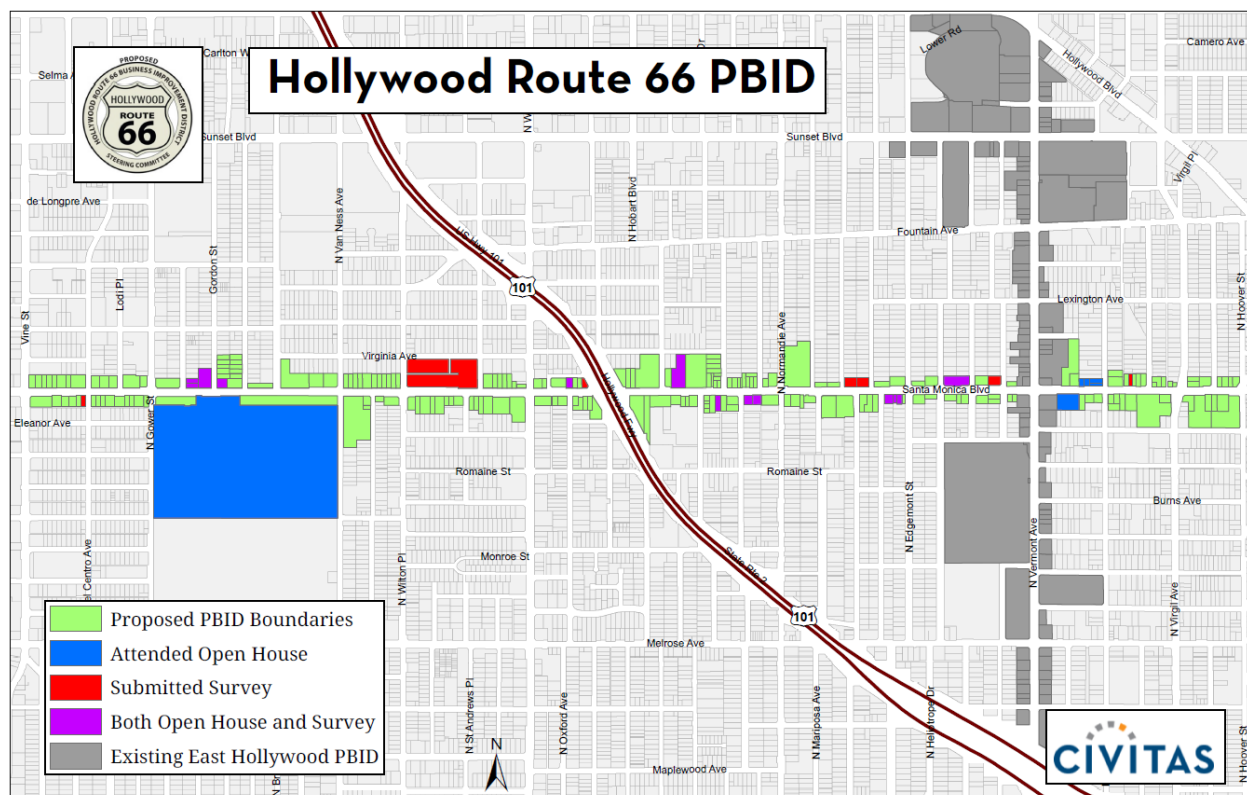
- Between August 2013 and May 2014 stakeholders and business leaders conducted face-to-face meetings with property owners and business owners in the proposed boundaries to obtain their interest level in forming a BID. Support letters were collected from property owners and business owners and funds were raised in order to hire Civitas to assist in the BID formation process.
- In 2017, the project Steering Committee was formed. The Steering Committee is comprised of property owners, property owner representatives, representatives from the Hollywood Chamber of Commerce and prominent business leaders in the community.
- An open house was hosted by a property owner within the proposed boundaries.
- Analysis of the proposed boundaries were discussed with a Steering Committee.
- Bi-monthly Steering Committee meetings have been conducted since September 2017 to develop the BID parameters; and
- An invitation to participate in an online survey was mailed to every property owner in the proposed BID boundaries.

## Open House and Survey

The open house invitation was mailed out on October 17, 2017 to each of the 139 property owners within the proposed BID boundaries as shown in Appendix 1. The open house was held on October 24, 2017 at Neuberg & Neuberg Importers Group, Inc. 6001 Santa Monica Boulevard, Los Angeles, CA 90038 from 4:30 pm to 7:00 pm. Open house attendees had the opportunity to learn about Business Improvement Districts, learn about the proposed Hollywood Route 66 boundaries and most importantly provide their feedback on the need for services along Hollywood Route 66. Eleven (11) property owners attended the open house and participated in discussions, which represents 7.91% of the property owners within the proposed boundaries. This show rate is typical in Civitas' experience with open houses. The open house sign-in sheet can be found on Appendix 2.

A copy of the open house invitation which included the survey link that was mailed to all property owners within the proposed BID boundaries can be found in Appendix 4. To supplement the mailed invitation, an electronic survey was emailed to owners' email addresses using Survey Monkey (for all owners that had previously provided an email address). Seventy-seven (77) e-mail addresses were obtained through the stakeholder outreach done in 2013-2014, as well as through property owner relationships with members of the Steering Committee. Sixteen (16) responses to the survey were received, which represents 11.51% of the property owners within the proposed boundaries. This response rate is typical in Civitas' experience with owner surveys. A copy of the electronic survey results can be found in Appendix 5.

The following map illustrates the property owners within the proposed Hollywood Route 66 BID boundaries that attended the open house, submitted a survey, or both.

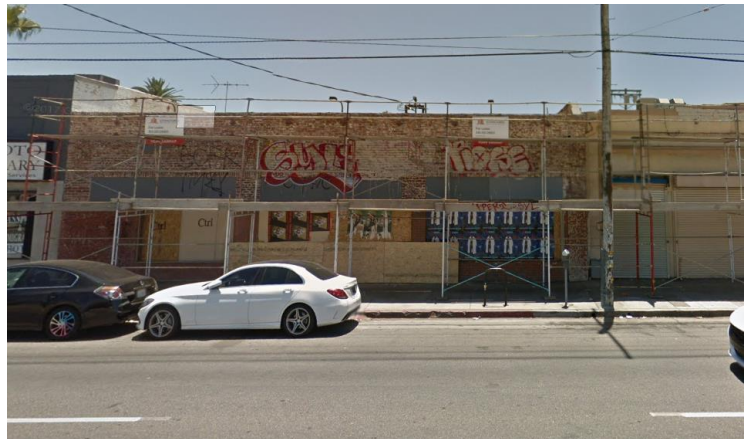


The proposed district boundary includes 209 assessed parcels owned by 139 property owners. Between August 2013 and May 2014 outreach was done by stakeholders and community leaders to determine the support level for forming a BID. Ninety-one (91) business and property owners, representing 118 parcels, submitted a letter supporting the formation of a BID. In sum, 65.47% of assessed property owners representing 56.46% of the number of assessed parcels within the proposed district boundary submitted a letter supporting the formation. The table on Appedix 4 shows the property owners within the proposed boundaries who have submitted a letter supporting the formation and the number of parcels owned by each property owner.

- Respondents were generally less than satisfied with the services currently provided by the City and felt the Hollywood Route 66 area needed great improvement. Of most concern to those who returned their survey were: garbage collection, safety and cleanliness.
- The biggest perceived challenges for Hollywood Route 66's future prosperity are: graffiti, homelessness/transients, litter/trash, abandoned properties, and vandalism. The majority of

respondents indicated that services such as social services, beautification, litter abatement, graffiti removal, security patrols and improved street lighting were very important in order for Hollywood Route 66 to thrive.

- Local business and property owners appear to be supportive of the formation of a BID within Hollywood Route 66. Of those that responded, 85.71% indicated that they would like to become involved in the BID formation process.
- Each property owner and each business owner was asked if they'd be willing to sign a petition followed by responding to a ballot in support of asking the City to form the BID – 81.25% of respondents indicated they would be willing to sign, and 18.75% of respondents answered “Maybe.” No respondents indicated they would not be willing to sign a petition or ballot.





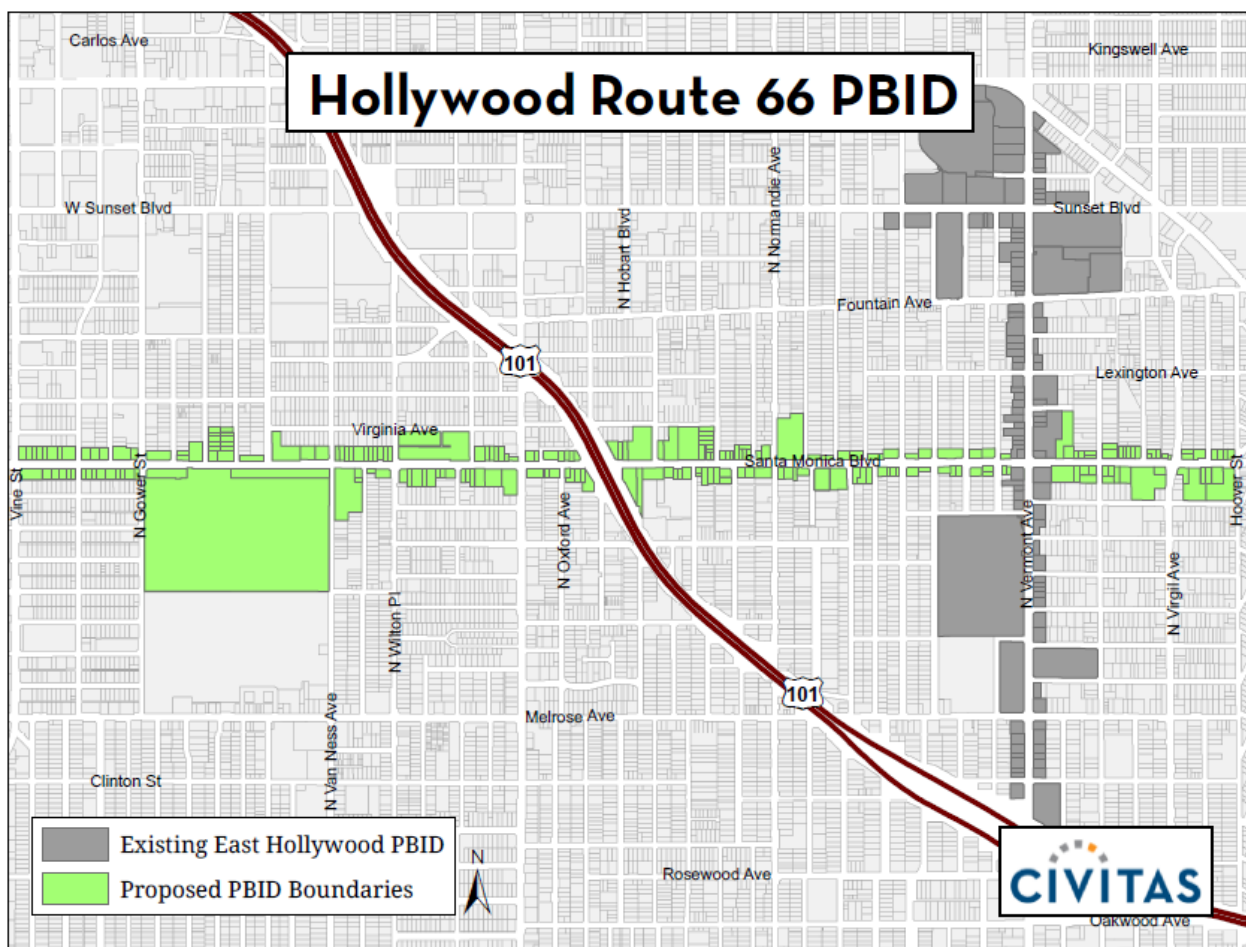
## II. PROPOSED DISTRICT TYPE AND BOUNDARIES

### DISTRICT TYPE

The outreach to Hollywood Route 66 stakeholders since 2013 has primarily focused on property owners and business owners. Property and business owners have identified the need for additional property-related services and have signaled their support for a property assessment to pay for the needed services. Due to the need for property-related services throughout the Hollywood Route 66 area and the significant outreach to and support from property owners, it appears the most appropriate district would be a property-based improvement district (PBID). This recommendation is consistent with the type of district primarily used in California to fund the desired services within the proposed district.

### PROPOSED BOUNDARIES

The proposed Hollywood Route 66 PBID boundary is illustrated by the map below. The service area includes 209 assessed parcels. The proposed boundary generally includes parcels fronting Santa Monica Boulevard between Vine Street and Hoover Street.



### **Property Owner Survey**

A survey, distributed both online and via mail, sought to obtain feedback from property owners within the proposed BID about their needs and opportunities. Sixteen (16) business and property owners participated in the survey. The survey asked owners to identify the current issues they face, to help identify the additional programs and services that could help improve the Hollywood Route 66 area.

### **Demonstrable Need**

A key component to assessing the feasibility of any proposed BID is identifying a demonstrable need for BID services. A number of concerns expressed by property and business owners in the area demonstrated a need for BID services within the proposed district.

### **Dissatisfaction with Current Services**

City services, such as cleaning, safety and economic development have a significant impact on the vitality of an area and its ability to thrive. The survey results showed many respondents are less than satisfied with the current level of services provided, and there are many services with which a majority were less than satisfied or unsatisfied; most notably garbage collection, safety and public improvements. Civitas' visits to the Hollywood Route 66 area also revealed an area visibly in need of additional street cleaning, sidewalk maintenance, and landscape maintenance, as evidenced in photos included in this study.





***How satisfied are you with current services along Hollywood Route 66?***

	<b>Unsatisfied</b>	<b>Less than Satisfied</b>	<b>Satisfied</b>	<b>Highly Satisfied</b>	<b>Greatly Satisfied</b>
<b>Community Events</b>	33.33%	25.00%	41.67%	0.00%	0.00%
<b>Garbage Collection</b>	40.00%	40.00%	20.00%	0.00%	0.00%
<b>Security Patrols</b>	42.86%	50.00%	7.14%	0.00%	0.00%
<b>Public Improvements</b>	50.00%	42.86%	7.14%	0.00%	0.00%
<b>Street Cleaning</b>	62.50%	25.00%	12.50%	0.00%	0.00%
<b>Landscape/Beautification</b>	62.50%	37.50%	0.00%	0.00%	0.00%

***What level of improvement along Hollywood Route 66 do you feel is needed in each of the following areas?***

	<b>Needs No Improvement</b>	<b>Needs Some Improvement</b>	<b>Needs Great Improvement</b>
<b>Transients/Homeless</b>	0.00%	14.29%	85.71%
<b>Litter/Trash/Abandoned Property</b>	6.25%	25.00%	68.75%
<b>Infrastructure</b>	0.00%	38.46%	61.54%
<b>Graffiti</b>	12.50%	25.00%	62.50%
<b>Vandalism</b>	7.14%	57.14%	35.71%
<b>Street Crime</b>	7.69%	61.54%	30.77%
<b>Decreasing Property Values</b>	20.00%	50.00%	30.00%
<b>Property Crime</b>	8.33%	83.33%	8.33%
<b>Decreasing Tenants</b>	23.08%	53.85%	23.08%
<b>Nuisance Tenants</b>	25.00%	58.33%	16.67%
<b>Lease Rates</b>	30.77%	53.85%	15.38%

As previously mentioned, the survey serves as a great tool to evaluate the research that has been conducted to identify service needs. Surveyors were asked to identify the services they felt were important to the success of their business.

***The following is a list of possible services the Hollywood Route 66 PBID can provide. Which of the following do you feel is important to the area?***

	Not Important	Least Important	Important	Somewhat Important	Very Important
Homeless and Social Services	0.00%	0.00%	14.29%	7.14%	78.57%
Beautification / Image Enhancement	0.00%	0.00%	20.00%	6.67%	73.33%
Litter Abatement and Installation of Trash Cans	6.25%	0.00%	12.50%	12.50%	68.75%
Graffiti Removal	6.25%	0.00%	18.75%	6.25%	68.75%
Security	6.25%	0.00%	25.00%	18.75%	50.00%
Pedestrian Street Lighting Improvements	6.25%	6.25%	25.00%	0.00%	62.50%
Power Washing Sidewalks	6.25%	0.00%	31.25%	12.50%	50.00%
Landscape Improvements & Maintenance	13.33%	0.00%	26.67%	6.67%	53.33%
Bury Power Lines	15.38%	7.69%	23.08%	15.38%	38.46%
Marketing Activities & Promotions	14.29%	21.43%	28.57%	14.29%	21.43%
Median Work	38.46%	0.00%	30.77%	15.38%	15.38%
Enhance Wayfinding Signage	0.00%	100%	0.00%	0.00%	0.00%
Parking Improvements	0.00%	100%	0.00%	0.00%	0.00%

Cost estimates for these services will be identified and considered in the development of the assessment methodology, which is the next step in the BID formation process.

While the survey sample is only a small portion of the owners along Santa Monica Blvd in Hollywood Route 66, the percentage of respondents who claimed they would sign a petition and ballot asking the City of Los Angeles to form the proposed Hollywood Route 66 PBID (81.25%) is high at this point in the formation process.

***Would you consider signing a petition and ballot asking the City to form the Hollywood Route 66 PBID if it were designed to provide the services you identified as important?***

Yes	81.25%
Maybe	18.75%
No	0.00%

The full results of the property owner survey can be found in Appendix 5.

### **III. CONCLUSION**

It is in the best interest of the business owners, property owners and the City to pursue the formation of the Hollywood Route 66 Property and Business Improvement District (HR66PBID). The proposed district has a solid foundation of support by business and property owners representing a majority of the assessed parcels within the proposed boundary. Stakeholders that have participated in the survey and open house have identified specific additional activities and improvements that the proposed HR66PBID can provide.

Civitas recommends that the City of Los Angeles commit to forming the proposed HR66PBID to provide additional activities and improvements within the proposed district. This will help to establish a strong private sector non-profit organization with a dependable financial core. The proposed HR66PBID will provide the resources, leadership, and long-term vision Hollywood Route 66 needs to enhance its atmosphere and user experience and increase commercial activity within the district.

Based on the survey results and meetings, Civitas will prepare an assessment methodology and budget which focuses on the most commonly identified issues in the area. Cost estimates for those services will be identified and considered in the development of the assessment methodology. Civitas will continue to work with property owners to seek their input on the proposed services, and will incorporate these elements and draft a Management District Plan.

## APPENDIX 1 – OPEN HOUSE INVITE/SURVEY MAILING LIST

OWNER NAME	MAIL ADDRESS	MAIL UNIT	MAIL CITY	STATE	ZIPCODE
4575 SANTA MONICA BLVD LLC	4551 RUSSELL AVE		LOS ANGELES	CA	90027
4849 SANTA MONICA BOULEVARD LLC	4849 SANTA MONICA BLVD		LOS ANGELES	CA	90029
4906 SANTA MONICA LLC	2600 OLIVE AVE	Suite 586	BURBANK	CA	91505
4910 SANTA MONICA LLC	2600 OLIVE AVE	Suite 586	BURBANK	CA	91505
5255 SANTA MONICA BLVD LLC	1415 MORNINGSIDE DR		BURBANK	CA	91506
5520 SANTA MONICA BLVD LLC	PO BOX 1806		STUDIO CITY	CA	91614
5527 SANTA MONICA BOULEVARD LLC	5527 SANTA MONICA BLVD		LOS ANGELES	CA	90038
5601 5667 SANTA MONICA BLVD LA	4700 WILSHIRE BLVD		LOS ANGELES	CA	90010
5616 SANTA MONICA LLC	PO BOX 6233		BEVERLY HILLS	CA	90212
5656 SANTA MONICA PLAZA LLC	2130 SNEAD ST		LA HABRA	CA	90631
5720 SANTA MONICA BLVD LLC	18011 KAREN DR		ENCINO	CA	91316
6161 SANTA MONICA ASSOCIATES LTD	6161 SANTA MONICA BLVD		LOS ANGELES	CA	90038
6245 SANTA MONICA BLVD	6245 SANTA MONICA BLVD		LOS ANGELES	CA	90038
AKOPOV,MIKHALL	613 GARDNER ST		LOS ANGELES	CA	90036
ARAKELIAN,AGOP AND ANAHID	1710 HILLHURST AVE	Suite 200	LOS ANGELES	CA	90027
ARAR GROUP LLC TR	11595 NEWCASTLE AVE		GRANADA HILLS	CA	91344
ARCHDIOCESE OF L A EDUC AND	3424 WILSHIRE BLVD	4TH FL	LOS ANGELES	CA	90010
ASHAMALLA,GAMIL AND JEANETTE TRS	4622 GAINSBOROUGH AVE		LOS ANGELES	CA	90027
AUZENE,LARRY A JR AND	721 KENNETH RD		BURBANK	CA	91501
BAKER,BARRY TR ET AL	1825 MIDVALE AVE	Suite 302	LOS ANGELES	CA	90025
BARCAY,EDITH TR	229 LINDEN DR		BEVERLY HILLS	CA	90212
BASTEGHIAN,HAGOP	6539 ANDASOL AVE		VAN NUYS	CA	91406
BERAKHA LLC	234 MANCHESTER BLVD		INGLEWOOD	CA	90301
BEZIAN,JACK AND SYLVA	4715 SANTA MONICA BLVD		LOS ANGELES	CA	90029
BH LLC	619 HILLCREST RD		BEVERLY HILLS	CA	90210
BRAHNA PROPERTIES LLC	3715 SUNSWEPT DR		STUDIO CITY	CA	91604
CHA,CHARLES H AND JIN H TRS	637 WILCOX AVE	UNIT 3C	LOS ANGELES	CA	90004
CHAMELIAN,SUSAN CO TR	2344 BRONSON HILL DR		LOS ANGELES	CA	90068
CHAPLIN STUDIOS LLC	1800 16TH ST		LOS ANGELES	CA	90021
CITY OF STARS COLLISION CENTER	4751 SANTA MONICA BLVD		LOS ANGELES	CA	90029

OWNER NAME	MAIL ADDRESS	MAIL UNIT	MAIL CITY	STATE	ZIPCODE
CJ INVESTMENT PARTNERS	PO BOX 116		MALIBU	CA	90265
CUBBAGE FIELD LLC	10965 CHALON RD		LOS ANGELES	CA	90077
CUBBAGE PATCH LLC	10965 CHALON RD		LOS ANGELES	CA	90077
D AND S ELCO LLC	21825 BARBARA ST		TORRANCE	CA	90503
DANIELIAN,VANIK J AND	1738 BERENDO ST		LOS ANGELES	CA	90027
DAVILA,PEDRO P	4716 SANTA MONICA BLVD		LOS ANGELES	CA	90029
DECMAC DEVELOPERS LLC	5311 SANTA MONICA BLVD		LOS ANGELES	CA	90029
DISANO,ANNETTE TR	347 CHAPMAN DR		CORTE MADERA	CA	94925
DULTENHAVER,LINDA L TR	6671 SUNSET BLVD	Suite # 1575	LOS ANGELES	CA	90028
EDELSON,STEVEN E TR	1216 OJAI AVE		OJAI	CA	93023
ESHTIAGHPOUR,YOUSEF AND MEHRAN	PO BOX 5019		BEVERLY HILLS	CA	90212
EXCEL INVESTMENTS	PO BOX 5357		BEVERLY HILLS	CA	90211
EXTRA SPACE PROPERTIES TWENTY	PO BOX 320099		ALEXANDRIA	VA	22320
FADLON,ISACK AND	5670 WILSHIRE BLVD	Suite 1867	LOS ANGELES	CA	90036
FELDMAN,LEONARD S TR	8138 WOODLAKE AVE	Suite 229	CANOGA PARK	CA	91304
FEO ENTERPRISES L P	530 GALLEON WAY		SEAL BEACH	CA	90740
FIRST VINE REALTY LLC	1559 SEPULVEDA BLVD		LOS ANGELES	CA	90025
FIVE RIVERS LLC	6061 SANTA MONICA BLVD		LOS ANGELES	CA	90038
G AND S BROS LLC	5173 SANTA MONICA BLVD		LOS ANGELES	CA	90029
GINDI,MAGDI R CO TR	621 HIGHLAND AVE		LOS ANGELES	CA	90036
GOLDDIGGERS LLC	2658 GRIFFITH PARK BLVD	UNIT 605	LOS ANGELES	CA	90039
GRAHM,RUTH TR	623 ROXBURY DR		BEVERLY HILLS	CA	90210
HARVEY TP I I I LLC	1816 11TH AVE	UNIT C	SEATTLE	WA	98122
HOLLYWOOD CEMETERY ASSN	6000 SANTA MONICA BLVD		LOS ANGELES	CA	90038
HOLLYWOOD COMMUNITY HOUSING	5020 SANTA MONICA BLVD		LOS ANGELES	CA	90029
HOLLYWOOD FOREVER INC	6000 SANTA MONICA BLVD		LOS ANGELES	CA	90038
HOVSEPIAN,KRIKOR AND MAGDA TRS	2326 ACHILLES DR		LOS ANGELES	CA	90046
JAY MITCHELL LLC	5877 3RD ST		LOS ANGELES	CA	90036
JRP MANAGEMENT CO LLC	PO BOX 3099		ROLLING HILLS ESTATES	CA	90274
KALOUSTIAN,SHARAM AND LUCY TRS	6100 SANTA MONICA BLVD		LOS ANGELES	CA	90038



OWNER NAME	MAIL ADDRESS	MAIL UNIT	MAIL CITY	STATE	ZIPCODE
KANTARJIAN,THERESA	PO BOX 27904		LOS ANGELES	CA	90027
KARAGUOZIAN,NAZIK AND KRIKOR TRS	923 VALLEY BLVD	Suite 110	SAN GABRIEL	CA	91776
KATZ,HARRY L TR	12049 COYNE ST		LOS ANGELES	CA	90049
KAZAZIAN,GARO G CO TR	4326 MELBOURNE AVE		LOS ANGELES	CA	90027
KERIAN,STEVE AND ALICE TRS	PO BOX 27667		LOS ANGELES	CA	90027
KHORRAMIAN,HAMID	5717 SANTA MONICA BLVD	Suite A	LOS ANGELES	CA	90038
KIM,BANG J TR	3700 OLYMPIC BLVD	Suite 202	LOS ANGELES	CA	90019
KIRIKIAN,KRIKOR H TR	4432 PROSPECT AVE		LOS ANGELES	CA	90027
KK KATHY LLC	2316 TEASLEY ST		LA CRESCENTA	CA	91214
KOCHMAN,SAM CO TR	6440 WILBUR AVE	Suite 315	RESEDA	CA	91335
KOO,JIN SANG	1118 PARK AVE		GLENDALE	CA	91205
KROFF,LINDA A	2428 MICHELTORENA ST		LOS ANGELES	CA	90039
L A CITY	1200 NORTH SPRING STREET	ROOM 224	LOS ANGELES	CA	90017
L A UNIFIED SCHOOL DIST	400 HOPE ST		LOS ANGELES	CA	90071
LA KRETZ,MORTON TR ET AL	6671 SUNSET BLVD	Suite 1575	HOLLYWOOD	CA	90028
LA LOAN COMPANY LLC	5509 SANTA MONICA BLVD		LOS ANGELES	CA	90038
LAFOND,KEITH AND NORMA ET AL TRS	1985 ORLANDO RD		SAN MARINO	CA	91108
LAKATOSH,GABE CO TR	22719 FEDERALIST RD		CALABASAS	CA	91302
LEE HO AND HO PARTNERSHIP	15725 VERMONT AVE	2ND FL	GARDENA	CA	90247
LEE REALCORP	466 FOOTHILL BLVD	Suite # 317	LA CANADA FLINTRIDGE	CA	91011
LEE,JOO S	466 FOOTHILL BLVD	Suite # 317	LA CANADA	CA	91011
LILIRAM LLC	10810 VIA VERONA ST		LOS ANGELES	CA	90077
LOS JEFES LLC	5830 FOOTHILL DR		LOS ANGELES	CA	90068
M AND M ADVANCE INVESTMENTS LLC	4357 WOODMAN AVE		SHERMAN OAKS	CA	91423
MAKASJIAN,EDWARD AND ROSE TRS	2819 LA VENTANA		SAN CLEMENTE	CA	92672
MAKASJIAN,ZARE AND MARO TRS	2311 HOBART BLVD		LOS ANGELES	CA	90027
MARIPOSA PLACE APARTMENTS LP	5020 SANTA MONICA BLVD		LOS ANGELES	CA	90029
MARKLEY,EDWARD D AND	1104 HOLT AVE	Suite NO 302	LOS ANGELES	CA	90035
MEGDAL SILVER LAKES LLC	252 BEVERLY DR	Suite C	BEVERLY HILLS	CA	90212
METZIDIS,CHARLES TR	3424 COUNTRYWALK CT		SIMI VALLEY	CA	93065

OWNER NAME	MAIL ADDRESS	MAIL UNIT	MAIL CITY	STATE	ZIPCODE
MMZ APARTMENT INVESTMENTS LLC	4847 BONVUE AVE		LOS ANGELES	CA	90027
MOJFAR LLC	234 MANCHESTER BLVD		INGLEWOOD	CA	90301
MOSES,CHRISTIN B TR	PO BOX 473		PACIFIC PALISADES	CA	90272
MOUSHOUL,JAMES E CO TR	5639 SUNSET BLVD		LOS ANGELES	CA	90028
NATHAN,CHAIM AND LEAH	859 VIRGIL AVE	Suite NO B	LOS ANGELES	CA	90029
NGU,STEVEN AND STEFANIE T TRS	330 LONGDEN AVE		ARCADIA	CA	91007
NOHO MODERN LLC	6162 SANTA MONICA BLVD		LOS ANGELES	CA	90038
OMEGA CP1 LLC	5857 SANTA MONICA BLVD		LOS ANGELES	CA	90038
OUTDOOR SYSTEMS INC	1731 WORKMAN ST		LOS ANGELES	CA	90031
PACHULSKI,JENNIE CO TR	751 LA JOLLA AVE		LOS ANGELES	CA	90046
PACIFIC CAPITAL LLC	PO BOX 5019		BEVERLY HILLS	CA	90209
PALOMAR APARTMENTS LP	5020 SANTA MONICA BLVD		LOS ANGELES	CA	90029
PAPELIAN,VREJOUHY TR	1700 GRANDVIEW AVE		GLENDALE	CA	91201
PARAMOUNT RECORDING STUDIOS INC	6245 SANTA MONICA BLVD		LOS ANGELES	CA	90038
PARSEGHIAN,KEVORK AND MARY TRS	1414 MARION DR		GLENDALE	CA	91205
PARVIZ ACQUISITIONS LLC	10850 WILSHIRE BLVD	Suite NO 1075	LOS ANGELES	CA	90024
PATEL,BALUBHAI G TR	255 RENO ST		LOS ANGELES	CA	90057
PEJOVIC,DANUTA TR	75-475 PALM SHADOW DR		INDIAN WELLS	CA	92210
PTAG PROPERTIES LLC	2336 HOBART BLVD		LOS ANGELES	CA	90027
RASHIDI,JAANGIR AND SEDA TRS	5335 SANTA MONICA BLVD		LOS ANGELES	CA	90029
REYES PROPERTIES LLC	4032 BEVERLY BLVD		LOS ANGELES	CA	90004
RODRIGUEZ,EFRAIN AND	1304 RAMONA RD		ALHAMBRA	CA	91803
RODRIGUEZ,EFRAIN ET AL	13501 MONTAGUE ST		ARLETA	CA	91331
ROMAN CATHOLIC ARCHBISHOP OF L A	3424 WILSHIRE BLVD	4TH FL	LOS ANGELES	CA	90010
S AND H INVESTMENT	332 WETHERLY DR		BEVERLY HILLS	CA	90211
SAIDI,DAVID CO TR	4101 FALLING LEAF DR		ENCINO	CA	91316
SANTA MONICA HOLDINGS LTD	6161 SANTA MONICA BLVD	Suite 200	LOS ANGELES	CA	90038
SANTA MONICA ST ANDREWS LLC	PO BOX 3425		BEVERLY HILLS	CA	90212
SAVITSKY,STEVEN CO TR	10880 WILSHIRE BLVD	Suite 2100	LOS ANGELES	CA	90024
SERRANO AVE LP	321 PALM DR		BEVERLY HILLS	CA	90212

OWNER NAME	MAIL ADDRESS	MAIL UNIT	MAIL CITY	STATE	ZIPCODE
SHB PROPERTIES LLC	5426 SANTA MONICA BLVD		LOS ANGELES	CA	90029
SHOKRI,DARIUS M	9547 COZYCROFT AVE		CHATSWORTH	CA	91311
SIERRA VISTA 1 LLC	10600 WILSHIRE BLVD	UNIT 510	LOS ANGELES	CA	90024
SINCLAIR PROPERTIES I LLC AND	5400 ARMOUR RANCH RD		SANTA YNEZ	CA	93460
SKBB INVESTMENTS	PO BOX 3165		HARRISBURG	PA	17105
SLE ENTERPRISES INC	7119 SUNSET BLVD	UNIT 380	LOS ANGELES	CA	90046
SM HOLLYWOOD RETAIL LLC	6230 WILSHIRE BLVD	Suite 1808	LOS ANGELES	CA	90048
SMC AND ASSOCIATES LLC	3127 ARROWHEAD DR		LOS ANGELES	CA	90068
ST NICHOLAS FOUNDATION INC	9501 BALBOA BLVD		NORTHRIDGE	CA	91325
STEIGER,ADRIANNE TR	4265 MARINA CITY DR	Suite NO 1111	MARINA DEL REY	CA	90292
SUN REAL ESTATE INVESTMENTS LLC	5250 SANTA MONICA BLVD	Suite 300	LOS ANGELES	CA	90029
SUPERIOR INVESTMENTS	9171 WILSHIRE BLVD	Suite NO 600	BEVERLY HILLS	CA	90210
THREE N SANTA MONICA LLC	6001 SANTA MONICA BLVD		LOS ANGELES	CA	90038
TKACZUK,ANTONIO	1423 LAKE SHORE AVE		LOS ANGELES	CA	90026
UNION DISCOUNT LTD	466 FOOTHILL BLVD	Suite # 317	LA CANADA	CA	91011
UNITED BROTHERHOOD OF C AND J OF	5164 SANTA MONICA BLVD		LOS ANGELES	CA	90029
VERMONT HOLLYWOOD ASSOCIATES L P	433 CAMDEN DR	Suite 820	BEVERLY HILLS	CA	90210
VERMONT PLAZA HOLDINGS LLC	5074 SANTA MONICA BLVD		LOS ANGELES	CA	90029
VOURNAS,THOMAS G TR	2110 MAR VISTA AVE		ALTADENA	CA	91001
WEST COAST SUNNY PROPERTIES LLC	5711 SANTA MONICA BLVD		LOS ANGELES	CA	90038
WILLOW BROOK VILLA	5150 OVERLAND AVE		CULVER CITY	CA	90230
YOTNEGPARIAN,MAURICE CO TR	3063 DONA MARTA DR		STUDIO CITY	CA	91604
ZAKARIAN,ANDRANIK CO TR	5214 LOS DIEGOS WAY		LOS ANGELES	CA	90027
ZGK KASSABIAN PARTNERSHIP	249 11TH ST		SANTA MONICA	CA	90402
EL CENTRO LORETTO LP	3200 W TEMPLE ST	UNIT A	LOS ANGELES	CA	90026
FOR THE MUSHIES LLC AND FROGEL PROPERTIES INC	4427 SANTA MONICA BLVD		LOS ANGELES	CA	90029
FROGEL PROPERTIES INC	4427 ANTA MONICA BLVD		LOS ANGELES	CA	90029
HOM KONG J AND SUE S TRS KJH SSH TRUST	4405 SANTA MONICA BLVD		LOS ANGELES	CA	90029
ZAKARIAN ANDRANIK AND FLORA TRSZAKARIAN	4414 ANTA MONICA BLVD		LOS ANGELES	CA	90029

OWNER NAME	MAIL ADDRESS	MAIL UNIT	MAIL CITY	STATE	ZIPCODE
ANDRANIK AND FLORA TRS ZAKARIAN FAMILY TRUST					
ALLSBROOK JEFFREY KUHLE SILVIA	3521 DAHLIA AVE		LOS ANGELES	CA	90026

# APPENDIX 2 – OPEN HOUSE SIGN IN SHEET

## Hollywood Route 66 PBID Open House Sign-In Sheet

October 26, 2017  
4:30pm – 7:00pm

6001 Santa Monica Blvd; Los Angeles, CA 90038

Name:	Address:	Contact Information:
NABIL William Hulei 197, 198, 199, 200	4908, 4910, 4914-4918 1040 KENNEDY ST. S.W. 2ND	NABIL 818.406.4951
MORIE ZAGHA 68	5425 S.W.B	323-913-1061 MIZAGHA@gmail.com
Vincent Wong 267 268 269 270	4632 S.W.B	323-823-2526
James Moushoul 163, 164 170	5170 Santa Monica	310.560.3708 - Jim @ jcmotors.com
Jack Taglyan	5245 S.W.B	323-251-4490 HST521@gmail
Saym. Boileau	6000 Santa Monica Blvd	323.646.9445
Yogu Kanthiah	6000 Santa Monica Blvd	323.893.6335 Yogu@hollywoodavenue.com
Tala Canty	↑ ↑ ↑	323.646.9447
KRIS WELSH	1888 N. WHEEL 5975 SANTA MONICA	323-573 8940
Fred Stiffner	4809 Santa Monica Blvd	Fred@linocity.com. 323 464 0003



## APPENDIX 3 – PROPERTY OWNER SUPPORT LETTER LIST

Property Owner	Number of Parcels
4849 Santa Monica Blvd LLC	1
4906 Santa Monica Blvd LLC	1
4910 Santa Monica Blvd LLC	2
5255 Santa Monica Blvd LLC	1
5601 5667 Santa Monica Blvd LA	1
5720 Santa Monica Blvd LLC	1
6161 Santa Monica Associates LTD	2
Akopov, Mikhall	1
Allsbrook Jeffrey Kuhle Silvia	1
Arakelian, Agop and Anahid	1
Ara Group LLC TR	1
Archdiocese of L A Educ and	1
Ashamalla, Gamil and Jeanette TRS	1
Basteghian, Hagop	1
Berakha LLC	1
Brahna Properties LLC	1
Cha, Charles H and Jin H TRS	1
Chamelian, Susan Co TR	1
Chaplin Studios LLC	1
City of Stars Collision Center	1
Daneilian, Vanik J and	1
Davila, Pedro P	2
Decmac Developers LLC	1
Dultenhaver, Linda L TR	1
Edelson, Steven E TR	1
Eshtiaghpour, Yousef and Mehran	1
Extra Space Properties Twenty	2
Fadlon, Isack and	1
First Vine Realty LLC	1
Frogel Properties Inc	1
G and S Bros LLC	2
Gindi, Magdi R and Nabila E TRS	1
Gindi, Magdi R Co TR	1
Grahm, Ruth TR	1
Hollywood Forever Inc.	1
Hovsepian, Krikor and Magda TRS	1
Kaloustian, Sharam and Lucy TRS	1
Khorramian, Hamid	1
Kim, Bang J TR	1
KK Kathy LLC	2
Koo, Jin Sang	1
Kroff, Linda A	1
LA Kretz, Morton TR ET AL	1
LA Loan Company LLC	1
Lakatosh, Gabe Co TR	1

Property Owner	Number of Parcels
Le Ho and Ho Partnership	1
Lee Ho and Ho Partnership	1
Lee Realcorp	2
Lee, Joo S	2
Liliram LLC	1
Los Jefes LLC	1
Makasjian, Edward and Rose TRS	3
Makasjian, Zare and Maro TRS	1
Markley, Edward D and	2
MMZ Apartment Investments LLC	1
Mojfar LLC	1
Moses, Christin B TR	1
Moushoul, James E and Anna TRS	1
Moushoul, James E Co TR	2
Nathan, Chaim and Leah	1
Noho Modern LLC	1
Omega CP1 LLC	1
Omega CP2 LLC	6
Omega CP2A LLC	1
Pacific Capital LLC	2
Palomar Apartments LP	1
Papelian, Verjouhy O TR	1
Papelian, Vrejouhy TR	1
Paramount Recording Studios Inc	1
Parseghian, Kevork and Mary TRS	1
Patel, Balubhai G TR	1
Pejovic, Danuta TR	1
Ptag Properties LLC	1
Rashidi, Jahangir and Seda TRS	2
Reyes Properties LLC	1
Roman Catholic Archbishop of L A	2
Santa Monica Holdings LTD	2
Santa Monica St Andrews LLC	1
SHB Properties LLC	1
Shokri, Darius M	1
Sinclair Properties I LLC and	1
SLE Enterprises Inc	1
SM Hollywood Retail LLC	1
SMC and Associates LLC	2
St Nicholas Foundation Inc	2
Three N Santa Monica LLC	4
Union Discount LTD	1
Vermont Plaza Holdings LLC	2
Vournas, Thomas G TR	1
West Coast Sunny Properties LLC	1
Yotnegparian, Maurice Co TR	1
<b>TOTAL OWNERS: 91</b>	<b>TOTAL PARCELS: 118</b>

## APPENDIX 4 – OPEN HOUSE INVITATION POSTCARD

### Hollywood Route 66 Open House

*We invite you to an Open House to learn more about the proposed PBID and share your opinion on the need for additional services along Route 66 in Hollywood.*

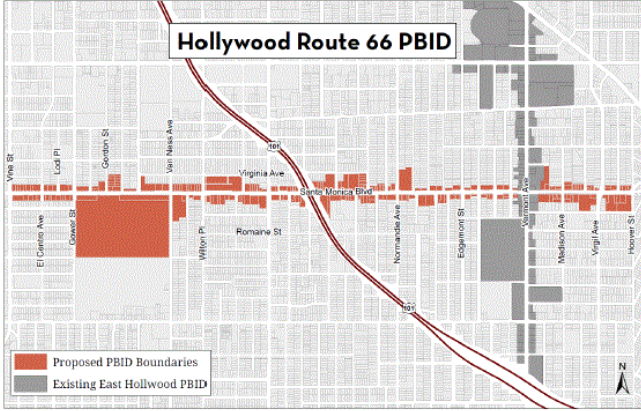
**When:**  
Thursday October 26, 2017  
4:30pm–7:00 pm


**Where:**  
Neuberg & Neuberg Importers Group, Inc  
6001 Santa Monica Blvd  
Los Angeles, CA 90038

*Park and enter through the rear from Gordon Street. Parking is limited.*

**For more information or to RSVP:**  
Contact Larry Neuberg at (323) 769-4861  
or [larryneuberg@nnigroup.com](mailto:larryneuberg@nnigroup.com)

## You're Invited!





PLEASE  
PLACE  
STAMP  
HERE

## HOLLYWOOD ROUTE 66 Property Owner Survey & Open House

**What is this about?**  
Hollywood Route 66 property owners and the Hollywood Chamber of Commerce are studying the possibility of forming a Property Business Improvement District (PBID). We ask that you participate in a survey because your property is within the proposed boundaries. The survey will take 4-7 minutes of your time and will help identify the services and improvements that are most important to you and the success of your business!

**What is a PBID?**  
A Property Business Improvement District (PBID) is a stable funding source for owners working together to pay for services, improvements and programs to improve their business district, above and beyond the levels the City provides. Potential services a PBID could provide include Clean-Up services, Maintenance, Beautification, Security, Litter Abatement and Capital Improvements.

**Why?**  
Your comments, concerns and questions are important. Your input is what will make the Hollywood Route 66 PBID formation a success. Let your voice be heard!

**How?**  
Enter the following link in your computer or tablet:  
[www.surveymonkey.com/r/hollywood66](http://www.surveymonkey.com/r/hollywood66)

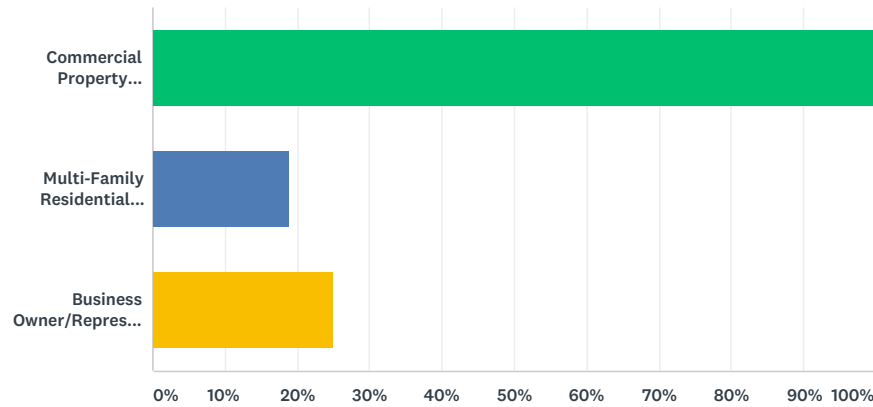
Mailing Address Line 1  
Mailing Address Line 2  
Mailing Address Line 3  
Mailing Address Line 4  
Mailing Address Line 5

## **APPENDIX 5 – PROPERTY OWNER SURVEY RESULTS**

## HOLLYWOOD ROUTE 66 PBID SURVEY

### Q1 Which of the following best describes you and/or your property along Hollywood Route 66?

Answered: 16 Skipped: 0



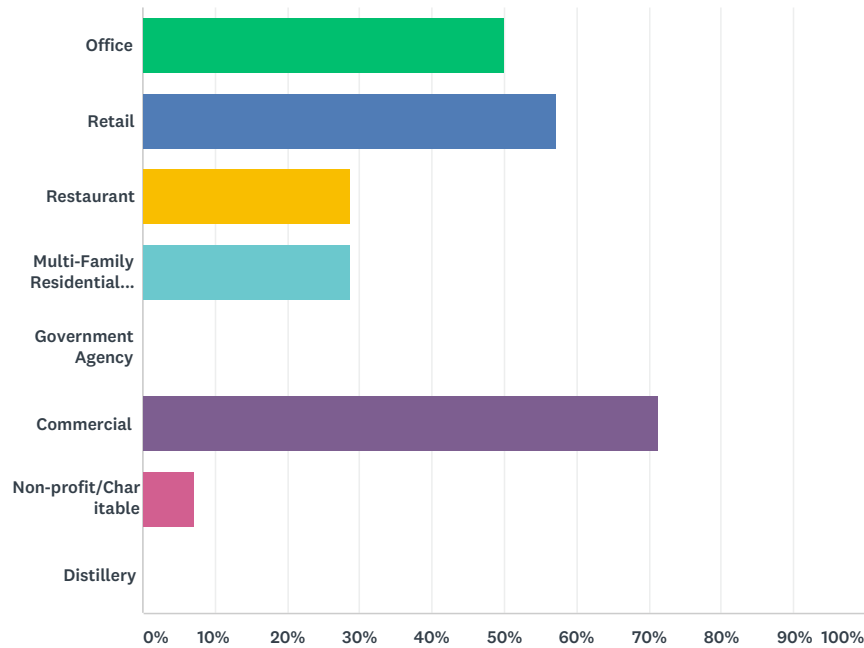
ANSWER CHOICES	RESPONSES	
Commercial Property Owner/Representative	100.00%	16
Multi-Family Residential Property Owner/Representative	18.75%	3
Business Owner/Representative	25.00%	4
Total Respondents: 16		



# HOLLYWOOD ROUTE 66 PBID SURVEY

Q2 Which of the following types of businesses and/or uses occupy your property? Select all that apply

Answered: 14 Skipped: 2



ANSWER CHOICES	RESPONSES	
Office	50.00%	7
Retail	57.14%	8
Restaurant	28.57%	4
Multi-Family Residential (Apartment, Quadplex, etc.)	28.57%	4
Government Agency	0.00%	0
Commercial	71.43%	10
Non-profit/Charitable	7.14%	1
Distillery	0.00%	0
Total Respondents: 14		

HOLLYWOOD ROUTE 66 PBID SURVEY

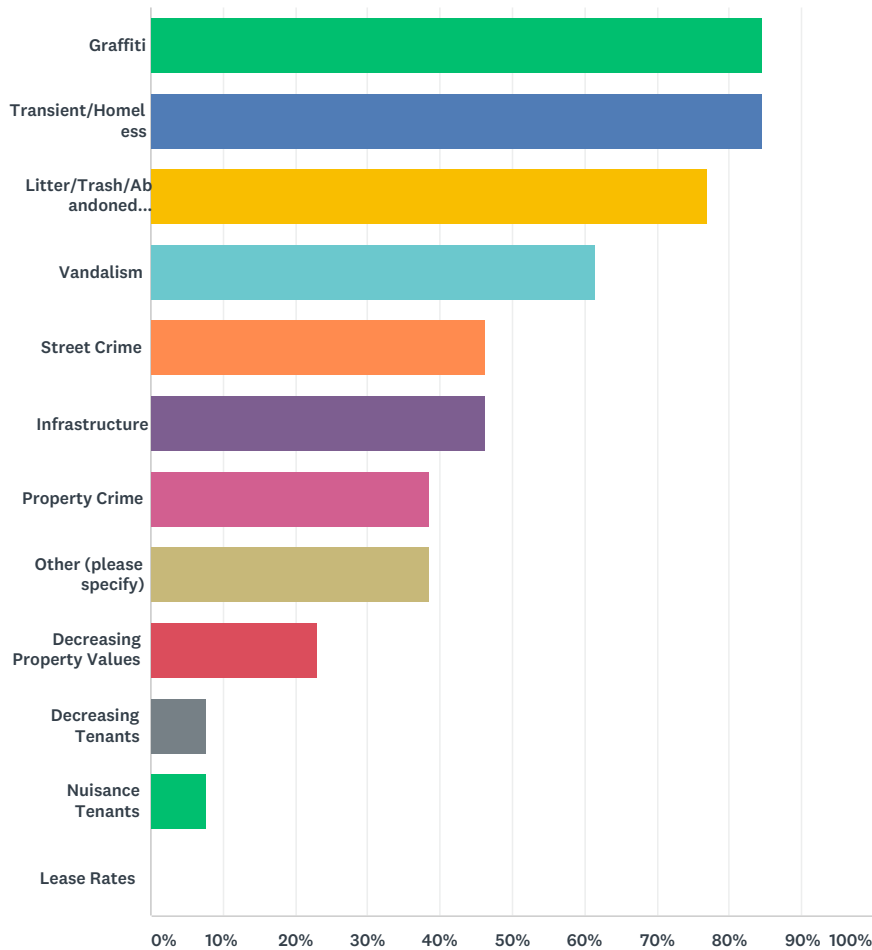
Q3 What is the address or AIN of the property you own/rent/lease?

Answered: 13   Skipped: 3

## HOLLYWOOD ROUTE 66 PBID SURVEY

### Q4 What do you see as a continued challenge for Hollywood Route 66? Select all that apply

Answered: 13 Skipped: 3

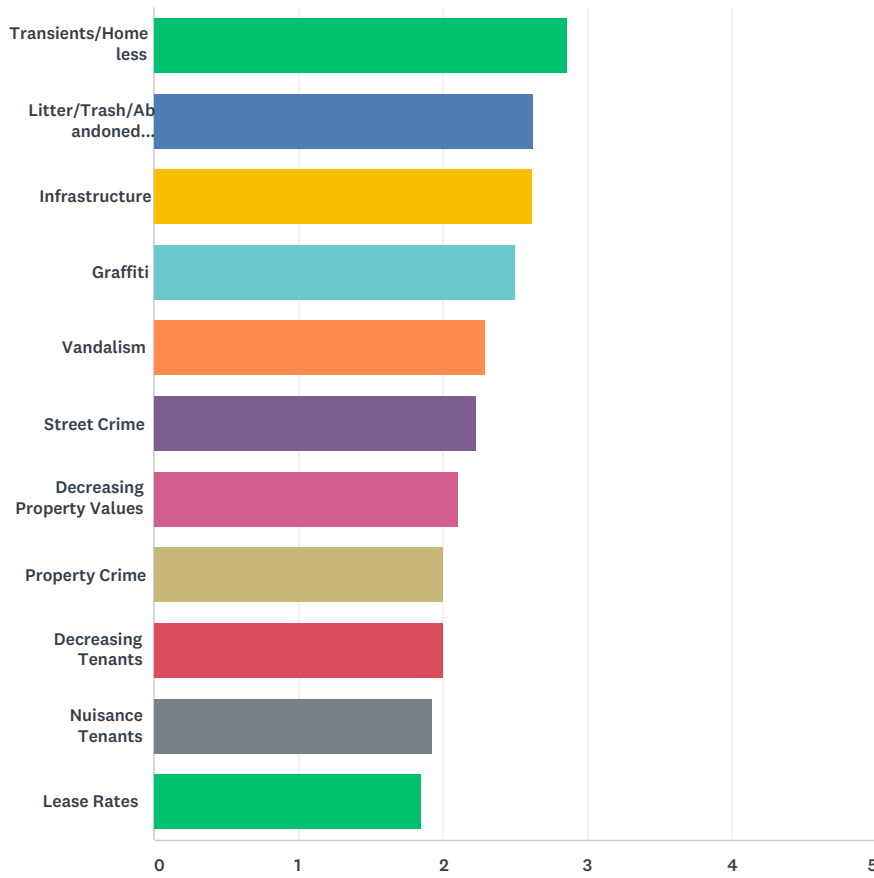


ANSWER CHOICES	RESPONSES	
Graffiti	84.62%	11
Transient/Homeless	84.62%	11
Litter/Trash/Abandoned Property	76.92%	10
Vandalism	61.54%	8
Street Crime	46.15%	6
Infrastructure	46.15%	6
Property Crime	38.46%	5
Other (please specify)	38.46%	5
Decreasing Property Values	23.08%	3
Decreasing Tenants	7.69%	1
Nuisance Tenants	7.69%	1
Lease Rates	0.00%	0
Total Respondents: 13		

# HOLLYWOOD ROUTE 66 PBID SURVEY

## Q5 What level of improvement along Hollywood Route 66 do you feel is needed in each of the following areas?

Answered: 16 Skipped: 0

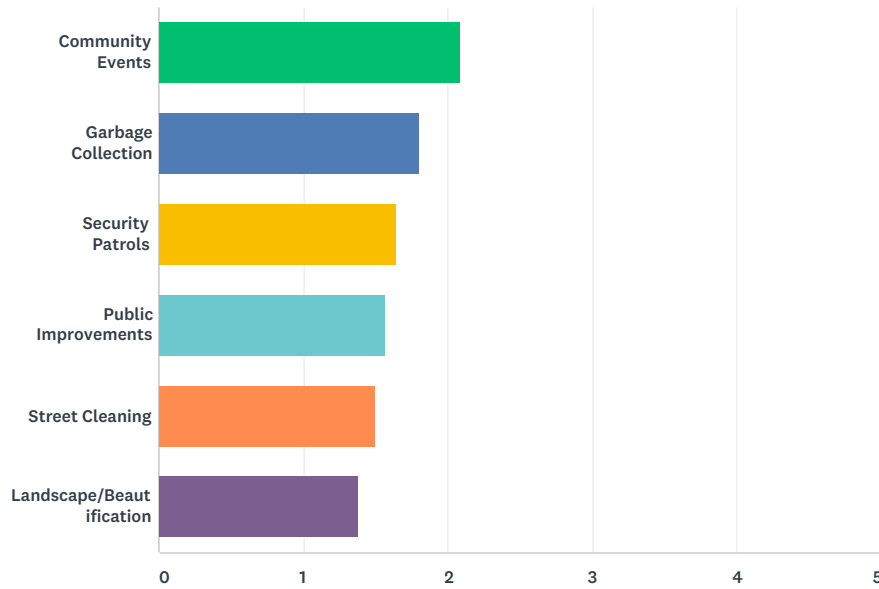


	NEEDS NO IMPROVEMENT	NEEDS SOME IMPROVEMENT	NEEDS GREAT IMPROVEMENT	TOTAL	WEIGHTED AVERAGE
Transients/Homeless	0.00% 0	14.29% 2	85.71% 12	14	2.86
Litter/Trash/Abandoned Property	6.25% 1	25.00% 4	68.75% 11	16	2.63
Infrastructure	0.00% 0	38.46% 5	61.54% 8	13	2.62
Graffiti	12.50% 2	25.00% 4	62.50% 10	16	2.50
Vandalism	7.14% 1	57.14% 8	35.71% 5	14	2.29
Street Crime	7.69% 1	61.54% 8	30.77% 4	13	2.23
Decreasing Property Values	20.00% 2	50.00% 5	30.00% 3	10	2.10
Property Crime	8.33% 1	83.33% 10	8.33% 1	12	2.00
Decreasing Tenants	23.08% 3	53.85% 7	23.08% 3	13	2.00
Nuisance Tenants	25.00% 3	58.33% 7	16.67% 2	12	1.92
Lease Rates	30.77% 4	53.85% 7	15.38% 2	13	1.85

# HOLLYWOOD ROUTE 66 PBID SURVEY

## Q6 How satisfied are you with these current services along Hollywood Route 66?

Answered: 16 Skipped: 0



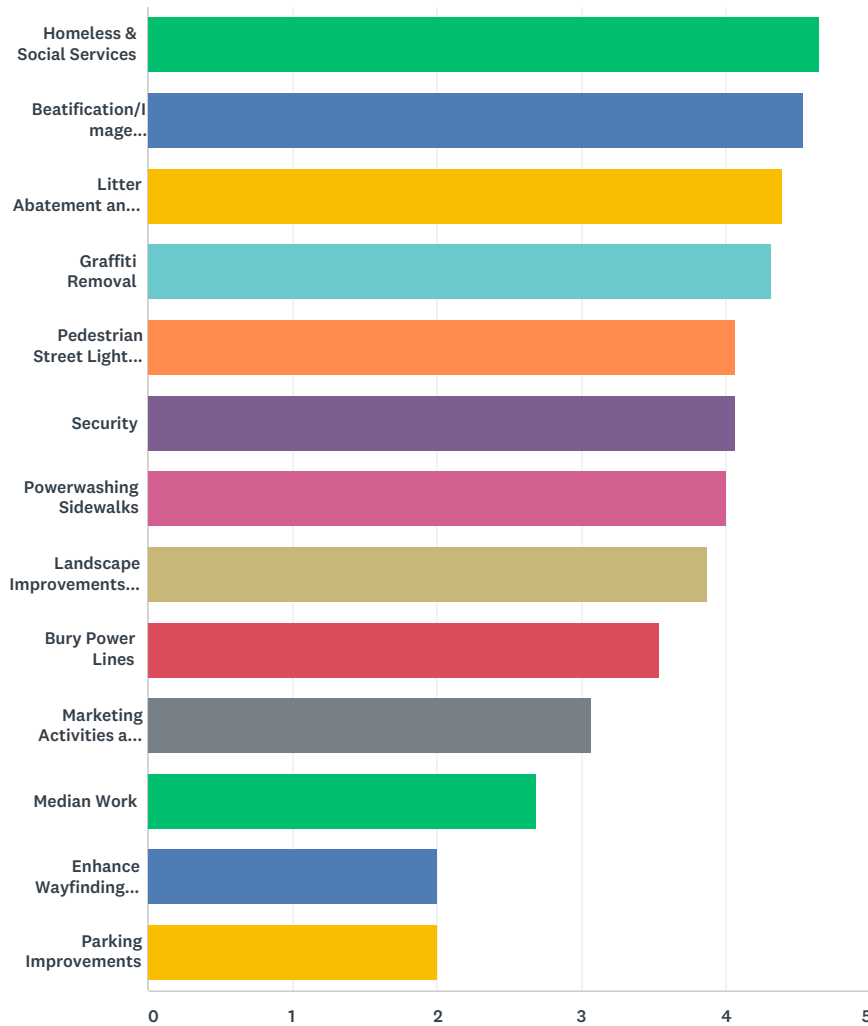
	UNSATISFIED	LESS THAN SATISFIED	SATISFIED	HIGHLY SATISFIED	GREATLY SATISFIED	TOTAL	WEIGHTED AVERAGE
Community Events	33.33% 4	25.00% 3	41.67% 5	0.00% 0	0.00% 0	12	2.08
Garbage Collection	40.00% 6	40.00% 6	20.00% 3	0.00% 0	0.00% 0	15	1.80
Security Patrols	42.86% 6	50.00% 7	7.14% 1	0.00% 0	0.00% 0	14	1.64
Public Improvements	50.00% 7	42.86% 6	7.14% 1	0.00% 0	0.00% 0	14	1.57
Street Cleaning	62.50% 10	25.00% 4	12.50% 2	0.00% 0	0.00% 0	16	1.50
Landscape/Beautification	62.50% 10	37.50% 6	0.00% 0	0.00% 0	0.00% 0	16	1.38



## HOLLYWOOD ROUTE 66 PBID SURVEY

Q7 The following is a list of possible services the Hollywood Route 66 PBID can provide. Which of the following do you feel is important to the area? Feel free to add other possible services.

Answered: 16 Skipped: 0



	NOT IMPORTANT	LEAST IMPORTANT	IMPORTANT	SOMEWHAT IMPORTANT	VERY IMPORTANT	TOTAL
Homeless & Social Services	0.00% 0	0.00% 0	14.29% 2	7.14% 1	78.57% 11	14
Beatification/Image Enhancement	0.00% 0	0.00% 0	20.00% 3	6.67% 1	73.33% 11	15
Litter Abatement and Installation of Trash Cans	6.25% 1	0.00% 0	12.50% 2	12.50% 2	68.75% 11	16
Graffiti Removal	6.25% 1	0.00% 0	18.75% 3	6.25% 1	68.75% 11	16
Pedestrian Street Lighting Improvements	6.25% 1	6.25% 1	25.00% 4	0.00% 0	62.50% 10	16
Security	6.25% 1	0.00% 0	25.00% 4	18.75% 3	50.00% 8	16
Powerwashing Sidewalks	6.25% 1	0.00% 0	31.25% 5	12.50% 2	50.00% 8	16

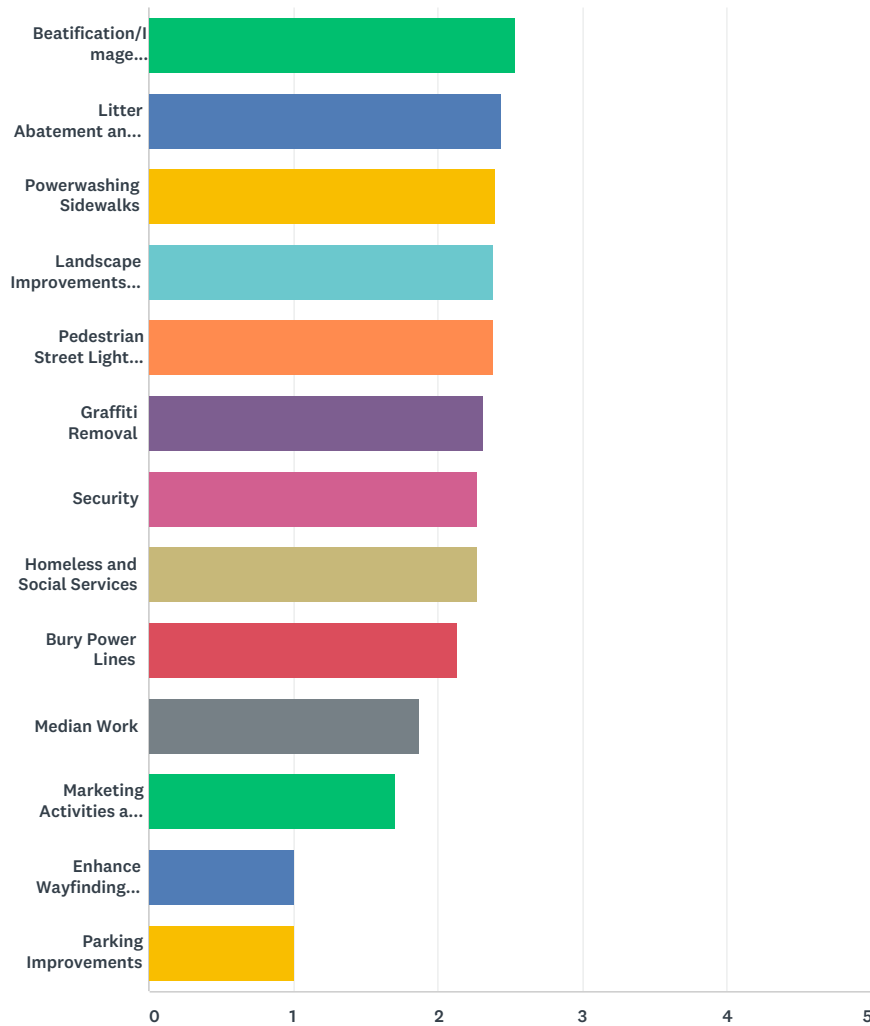
## HOLLYWOOD ROUTE 66 PBID SURVEY

Landscape Improvements & Maintenance	13.33% 2	0.00% 0	26.67% 4	6.67% 1	53.33% 8	15
Bury Power Lines	15.38% 2	7.69% 1	23.08% 3	15.38% 2	38.46% 5	13
Marketing Activities and Promotions	14.29% 2	21.43% 3	28.57% 4	14.29% 2	21.43% 3	14
Median Work	38.46% 5	0.00% 0	30.77% 4	15.38% 2	15.38% 2	13
Enhance Wayfinding Signage	0.00% 0	100.00% 1	0.00% 0	0.00% 0	0.00% 0	1
Parking Improvements	0.00% 0	100.00% 1	0.00% 0	0.00% 0	0.00% 0	1

# HOLLYWOOD ROUTE 66 PBID SURVEY

## Q8 Would you be willing to pay an assessment to fund the services listed below?

Answered: 16 Skipped: 0



	YES	MAYBE	NO	TOTAL	WEIGHTED AVERAGE
Beatification/Image Enhancement	60.00% 9	33.33% 5	6.67% 1	15	2.53
Litter Abatement and Installation of Trash Cans	62.50% 10	18.75% 3	18.75% 3	16	2.44
Powerwashing Sidewalks	53.33% 8	33.33% 5	13.33% 2	15	2.40
Landscape Improvements & Maintenance	56.25% 9	25.00% 4	18.75% 3	16	2.38
Pedestrian Street Lighting Improvements	56.25% 9	25.00% 4	18.75% 3	16	2.38
Graffiti Removal	56.25% 9	18.75% 3	25.00% 4	16	2.31
Security	40.00% 6	46.67% 7	13.33% 2	15	2.27
Homeless and Social Services	46.67% 7	33.33% 5	20.00% 3	15	2.27
Bury Power Lines	46.67% 7	20.00% 3	33.33% 5	15	2.13

## HOLLYWOOD ROUTE 66 PBID SURVEY

Median Work	33.33% 5	20.00% 3	46.67% 7	15	1.87
Marketing Activities and Promotions	21.43% 3	28.57% 4	50.00% 7	14	1.71
Enhance Wayfinding Signage	0.00% 0	0.00% 0	100.00% 1	1	1.00
Parking Improvements	0.00% 0	0.00% 0	100.00% 1	1	1.00

HOLLYWOOD ROUTE 66 PBID SURVEY

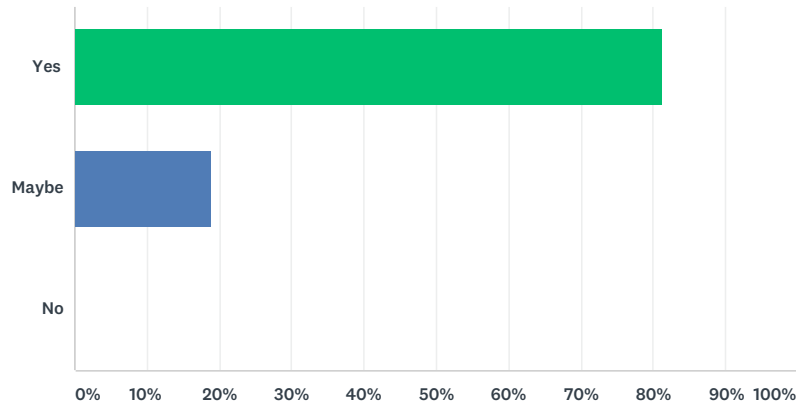
Q9 How much would you be willing to pay for the services?

Answered: 12   Skipped: 4

## HOLLYWOOD ROUTE 66 PBID SURVEY

Q10 Would you consider signing a petition and ballot asking the City to form the Hollywood Route 66 PBID if it were designed to provide the services you identified as important in question 7?

Answered: 16 Skipped: 0

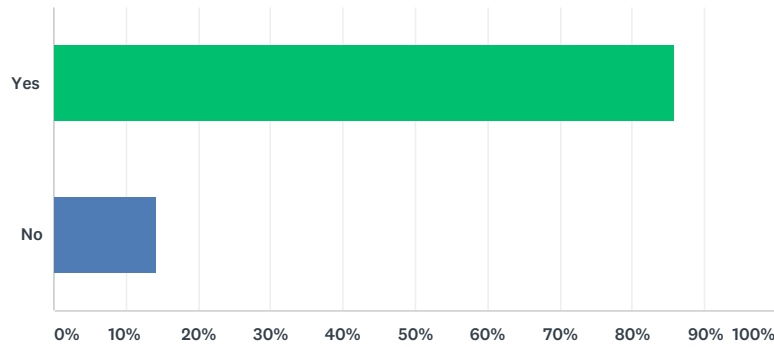


ANSWER CHOICES		RESPONSES	
Yes		81.25%	13
Maybe		18.75%	3
No		0.00%	0
TOTAL			16

## HOLLYWOOD ROUTE 66 PBID SURVEY

### Q11 Would you be interested in becoming more involved in the PBID formation process?

Answered: 14 Skipped: 2



ANSWER CHOICES		RESPONSES
Yes		85.71% 12
No		14.29% 2
TOTAL		14

HOLLYWOOD ROUTE 66 PBID SURVEY

Q12 Are there any additional comments about the Hollywood Route 66 PBID you would like to share?

Answered: 5   Skipped: 11



## HOLLYWOOD ROUTE 66 PBID SURVEY

**Q13 Contact Information:** This information will only be used for purposes related to the Hollywood Route 66 PBID efforts.

Answered: 14   Skipped: 2

ANSWER CHOICES	RESPONSES	
Name	100.00%	14
Company Name	71.43%	10
Email Address	100.00%	14
Mailing Address	78.57%	11
City, State, Zipcode	78.57%	11
Phone Number	85.71%	12